Best 25 Google Ads & Performance Marketing FAQs

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Best 25 Google Ads & Performance Marketing FAQs
Your Top Questions. Expert Answers. Better Campaigns. Higher ROI.
Google Ads
Drive Quality Traffic & More Conversions
Meta Ads
Reach. Engage. Generate Leads
25 FAQs
Expertly Answered
FAQs
What is Google Ads and how does it work?
How do I choose the right keywords?
How can I improve my Quality Score?
Which campaign type is best for my business?
How much should I spend on Google Ads?
How do I track conversions accurately?
How do Meta Ads help in lead generation?
What is the best strategy to lower CPA?
How can I scale my campaigns profitably?
... and 15 more FAQs inside!
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Get clear answers to common questions about Google Ads, Meta Ads, conversion tracking, ad strength, campaign optimization, call assets, sitelinks, and performance marketing.

These FAQs explain common advertising issues in simple language and provide practical guidance to help businesses improve ad relevance, track conversions accurately, increase campaign performance, and make better use of their advertising budget.

Whether you are setting up your first Google Ads campaign or troubleshooting an existing campaign, these answers can help you understand what to check and how to improve your results.

Frequently Asked Questions:

1. Why is my ad strength poor?

Poor Google Ads Ad Strength usually means your responsive search ad has weak, repetitive, or insufficient headlines and descriptions. Add more unique, relevant assets that match the user's search intent and landing page.

2. How to fix a missing call extension on Google Ads?

Google Ads now refers to call extensions as **call assets**. To fix a missing call asset, open your Google Ads account, select **Campaigns** → **Assets** → **Assets**, choose **Call**, add your business phone number, and save it.

3. How do I add a call button on Google Ads?

You can add a call button by creating a **call asset** with your business phone number. Google may show the call option with eligible ads on mobile devices.

4. How to install Google Ads conversion tracking?

Create a conversion action in Google Ads, select the relevant conversion source, configure its settings, and install the Google tag and event snippet where required. You can also use Google Tag Manager to simplify implementation.

5. How to set up conversions in Google Ads?

Go to **Goals** → **Conversions** → **Summary** → **New conversion action**, select the conversion source, define the action and value, and complete the tracking setup.

6. How to remove duplicate conversions from conversion count?

Check whether the same action is being tracked by multiple tags, imported analytics conversions, or duplicate events. Keep one primary conversion source and remove or exclude duplicate actions from the account's conversion goals.

7. How do I fix the "Duplicate Value" error in Google Ads?

The "Duplicate Value" error can occur when the same conversion event or value is sent more than once. Check your Google tag, Google Tag Manager triggers, event code, and imported conversions to identify duplicate tracking.

8. How to avoid duplicate entries in Google Forms?

Google Forms does not automatically prevent every duplicate response. To reduce duplicates, collect an identifying field such as an email address and use Google Sheets or an automation tool to identify repeated entries.

9. How do I set up conversion tracking in Google Ads?

Create a conversion action in Google Ads, select what you want to measure—such as forms, calls, purchases, or sign-ups—and install the required Google tag or connect an existing measurement platform.

10. How do you optimize a Google Ads campaign for better performance?

Optimize Google Ads by improving keyword targeting, search intent, ad copy, landing pages, conversion tracking, bidding, negative keywords, and budget allocation based on actual conversion data.

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11. Why is my ad strength only average?

Average Ad Strength usually means your ad has room for improvement in asset variety, relevance, or uniqueness. Add more useful headlines and descriptions while avoiding repetitive messaging.

12. How do I write ads that get more clicks?

Write specific, benefit-focused ads that closely match the search query. Highlight your unique value, use relevant keywords naturally, include a clear call to action, and test different headlines and descriptions.

13. Should I include keywords in my Google Ads headlines?

Yes, when they are relevant and natural. Including important keywords in headlines can improve ad relevance, but avoid forcing keywords into every headline or making the copy repetitive.

14. How many responsive search ads should I create per ad group?

In most cases, start with **one strong responsive search ad per ad group** rather than creating many similar ads. Focus on testing meaningful variations in messaging, offers, and targeting.

15. Why are my headlines not appearing in the order I selected?

Responsive search ads automatically combine headlines and descriptions. Google may select different combinations based on predicted performance, so your assets will not always appear in the exact order you entered.

16. How do I add a call extension to Google Ads?

Go to **Assets → Assets**, select **Call**, choose the campaign or account level, enter your phone number, configure the asset, and save it. Google may display it when the ad is eligible.

17. How do I add sitelinks to my Google Ads campaign?

Open **Campaigns → Assets**, select **Sitelink**, create your sitelink text and destination URL, then associate the sitelinks with the relevant campaign or account.

18. What Google Ads assets should I add to my campaign?

Useful assets can include **sitelinks, call assets, image assets, structured snippets, callouts, price assets, promotion assets, and location assets**, depending on your business and campaign type.

19. Why are my Google Ads assets not showing?

Assets may not appear because of ad rank, campaign eligibility, search context, device, asset quality, policy restrictions, or Google's automated selection. Having an asset configured does not guarantee it will appear with every ad.

20. How do I make my Google Ad more relevant to my landing page?

Match the ad's keywords, offer, messaging, and intent with the landing page. Make sure users can immediately find what the ad promised and that the page is mobile-friendly, fast, clear, and conversion-focused.

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21. How do I set up conversion tracking in Google Ads?

Start by creating the correct conversion action under **Goals → Conversions**. Then implement the Google tag or event tracking method and test the conversion before relying on the reported data.

22. Why is my Google Ads conversion tracking not working?

Common causes include an incorrectly installed Google tag, wrong conversion ID, broken event trigger, consent settings, duplicate tracking, or conversions occurring on a different page or domain.

23. Why are my Google Ads conversions showing zero?

Zero conversions can mean tracking is not installed correctly, the conversion event is not firing, traffic has not generated conversions, or the conversion action is configured incorrectly. Test the tracking setup before changing campaign strategy.

24. Why is Google Ads not recording my form submissions?

Check whether the form successfully triggers the conversion event after submission. Also verify the Google tag, conversion ID, trigger conditions, thank-you page, consent settings, and whether another tracking system is interfering.

25. How do I track phone calls as conversions in Google Ads?

Create a **phone call conversion action** in Google Ads and configure call reporting or a call asset, depending on how customers contact your business. Set the minimum call duration if appropriate so meaningful calls are counted as conversions.

Final Thoughts

For businesses running Google Ads without an experienced paid media team, a structured approach to **campaign setup, conversion tracking, ad testing, and ongoing optimization** can help avoid tracking errors and wasted ad spend. **AdStation Global**